



Round 2: Task Guidelines

Timeline: T-100

"I always think a great speaker convinces us not by force of reasoning, but because he is visibly enjoying the beliefs, he wants us to accept" -William Butler Yeats

At IIM Lucknow's Manfest-Varchasva, Leaders Express aims to provide a platform for a storyteller to interact with an audience. We strive to help people meet the most remarkable leaders and visionary stalwarts of current times, learn from their experiences and discover the spark within them. The audience takes home valuable insights that stays with them lifelong. We are always in search of the next story, and we need to look everywhere – across the Business, Sports, Economics, Entertainment and Fine Arts worlds.

Task: (Do any one of the following given below)

OPTION A:

Design 2 workshops for the fest, in detail. Align your offerings with the interests of the target audience. Expected deliverables:

- Concept and format of the Workshop
- Potential Agencies for conducting it and attendees
- Promotion and Execution Plans

OPTION B:

Design 3 leadership sessions for the fest in detail. In these summits, veterans come together to discuss the pertinent issues related to the theme. The theme can be related to one particular sector, e.g.: Start-up space, or could be a horizontal agenda, say Indian economy. Expected deliverables:

- Concept and format of the Sessions
- Potential list of Speakers and attendees
- Promotion and Execution Plans

Key Deliverables:

A Word Document or PDF file (Maximum 3 pages)/PPT (Maximum 6 slides). You should explain the concept, promotional plan and execution in detail.

Brownie points will be awarded for including new ideas and contingencies that you feel might add value apart from the expectations.

For any queries regarding the task, contact – Jayesh or Faheem

We hope you enjoy the task! All the best!

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

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